

4th Quarter 2007

FCC Form 398 Children's Report

Submitted January 10, 2008

KCTV5

Kansas City, MO



www.KCTV5.com

Federal Communications Commission
Washington, DC 20554Approved by OMB
3060-0754

FCC 398

Children's Television Programming Report

Report reflects information for the filing period ending: 12/31/2007

Call Sign	Channel Numbers	City	State	County	ZIP Code
KCTV	5 (analog) 24 (digital)	Kansas City	MO	Jackson	64128
Licensee Name					
Meredith Corporation					
Network Affiliation	Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)			
Network CBS	Kansas City	www.kctv5.com			
Facility ID	Previous Call Sign (if applicable)	License Renewal Expiration Date			
41230		02/01/2006			

Analog Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. §73.671(c). 3 hours3. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673? Y

(b) Identify publishers who were sent information in 3(a).

The CBS Television Network provides information identifying the core programs it supplies to stations affiliated with the Network, including an indication of the target child audience, to the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Services, and Kidsnet Media Guide and News.

4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Analog Core Program #1	Origination
CARE BEARS: ADVENTURES IN CARE-A-LOT	NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time
Saturdays, 10:00-10:30am CT (10/6/07-12/29/07)	13
Length of Program	Number of Pre-emptions
30 minutes	0
Age of Target Audience	
From	To
5 years	7 years
E/I Symbol Used As Required	
Y	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming	

Care Bears are a group of funny, colorful bears, each with a special way of caring and a belly badge, which unleashes that bear's special caring power. The bears use their caring hearts and their belly badges to help each other and to thwart the evil plots of Grizzlie, a bad bear with his own flying lair. Each Care Bears episode is designed to foster children's "emotional intelligence," defined by psychologist Daniel Goleman and other researchers as skill in five areas: knowing one's emotions; managing one's emotions; motivating oneself; recognizing

emotions in others; and handling relationships. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Analog Core Program #2

STRAWBERRY SHORTCAKE

Origination

NETWORK

Regular Schedule

Total Times Aired at Regularly Scheduled Time

Number of Pre-emptions

Saturdays, 10:30-11:00am CT (10/6/07-12/29/07)

13

0

Length of Program

Age of Target Audience

E/I Symbol Used As Required

From

To

30 minutes

3 years

6 years

Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

In this series, Strawberry Shortcake, a curious, self-confident leader, narrates stories of her and her friends' adventures in the richly-imagined world of Strawberry Land. Using her many positive qualities, Strawberry helps her friends, who share her values but not necessarily her ability to take a broader view, to see beyond their own self-interest. The themes of the stories are designed to have particular relevance for young viewers, focusing on such issues as friendship, fear, self-confidence, sportsmanship, trust and shyness. The pro-social messages flow naturally from the narrative, as the characters experience concrete (positive and negative) consequences of their actions. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Analog Core Program #3

CAKE

Origination

NETWORK

Regular Schedule

Total Times Aired at Regularly Scheduled Time

Number of Pre-emptions

Saturdays, 11:00-11:30am CT (10/6/07-12/29/07)

12

1

Length of Program

Age of Target Audience

E/I Symbol Used As Required

From

To

30 minutes

8 years

12 years

Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

CAKE is a live-action show-within-a-show about a teenage girl by the name of Cake, who, with the help of three friends, produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On one level, each episode provides actual instruction regarding specific activities, with hands-on examples related to the design and use of various fabrics, the making of clothes, the crafting of useful home, school, play, and household items, and other forms of creative expression. The other level in the episode provides an opportunity for the viewers to learn about social and emotional themes such as the value of honesty, the importance of personal worth and self-esteem, the meaning of friendship, the value of having a healthy life-style, and other prosocial concepts that are developmentally appropriate for this age-group. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Total Times Aired

Number of Preemptions for other than Breaking News

Number of Preemptions Rescheduled

13

1

1

Preemption #1

Date Preempted/Episode #

If rescheduled, date and time reschedule

Is the rescheduled date the second home?

Saturday, 12/1/07

Saturday 12/1/07 9:00-9:30am CT

Y

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?

Y

Reason for Preemption	SPORTS		
Title of Analog Core Program #4	HORSELAND		
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Origination	
Saturdays, 11:30am-12:00pm CT (10/6/07-12/29/07)	12	NETWORK	
Length of Program	Age of Target Audience	Number of Pre-emptons	
30 minutes	From 9 years To 11 years	1	
EA Symbol Used As Required			
Y			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			
Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled	
13	1	1	
Preemption #1			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
Saturday, 12/1/07	Saturday 12/1/07 9:30-10:00am CT	Y	
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y	
Reason for Preemption	SPORTS		
Title of Analog Core Program #5	SABRINA: THE ANIMATED SERIES		
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Origination	
Sundays, 7:00-7:30am CT (10/7/07-10/28/07)	4	NETWORK	
Length of Program	Age of Target Audience	Number of Pre-emptons	
30 minutes	From 7 years To 12 years	0	
EA Symbol Used As Required			
Y			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. While Sabrina is not your typical girl - she has magical powers that must be kept secret and also under control - the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			
Title of Analog Core Program #6	TROLLZ		
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Origination	
		NETWORK	

Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Sundays, 7:30am-8:00am CT (10/7/07-10/28/07)	4	0
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From 8 years To 12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.I. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>		

Title of Analog Core Program #7	Origination	
SUSHI PACK	NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Sundays, 7:00-7:30am CT (11/4/07-12/30/07)	9	0
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From 9 years To 11 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>SUSHI PACK is an animated series featuring an unlikely group of superheroes consisting of four small pieces of Sushi, and a tube of mustard. Through an accident involving an irradiation process, these characters are brought to life, and dedicate themselves to fighting crime, injustice, and helping those in need. The themes integrated into the episodes of SUSHI PACK are associated with the teaching of certain positive social behaviors and skills to children. The major educational objectives of the program are to have young viewers learn some important life-lessons related to such traits as loyalty, honesty, and self-confidence, and such behaviors as teamwork problem-solving and cooperation. The program seeks to help children understand that these are every day pro-social attitudes and behaviors that can be modeled and used by them at home and among their friends. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>		

Title of Analog Core Program #8	Origination	
DINO SQUAD	NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Sundays,, 7:30-8:00am CT (11/4/07-12/30/07)	9	0
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From 9 years To 11 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>DINO SQUAD is an animated program focusing on a group of five ordinary, but diverse teenagers, who, through an unusual accident, become contaminated with a substance that allows them to morph from humans into various species of dinosaurs. Their science teacher, with full knowledge of their parents and with a few special abilities of her own, becomes their mentor. Her tasks are to help them maneuver through the experiences of the high school years, with its social,</p>		

emotional, educational, recreational, and teenage angst, and to guide them as they stand up for justice against the forces of evil. Each episode draws on a set of planned educational and informational themes related to specific pro-social concepts, life-lessons, and/or selected groups of facts drawn from a variety of fields of study. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Non-Core Educational and Informational Programming

5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and informational program.

[There are no analog non-core program reports.]

Sponsored Core Programming

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no analog sponsored core program broadcast reports.]

[There are no analog sponsored core program detail reports.]

Digital Core Programming

7. (a) State the average number of hours of Core Programming per week broadcast by the station on its main program stream 3 hours
- (b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel? Y
- (c) If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream. Y
- If No to 7(c), submit as an Exhibit a Statement of Explanation.
8. (a) State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream. 0 hours
- (b) State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. §73.671. 0 hours
9. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673? Y
- (b) Identify publishers who were sent information in 9(a)

The CBS Television Network provides information identifying the core programs it supplies to stations affiliated with the Network, including an indication of the target child audience, to the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Services, and Kidsnet Media Guide and News.

10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

[There are no digital core program reports.]

11. Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? Y

If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired.

Non-Core Educational and Informational Programming

12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and information

program.

[There are no digital non-core program reports.]

Sponsored Core Programming

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no digital sponsored core program broadcast reports.]

[There are no digital sponsored core program detail reports.]

Other Matters

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel or both channels.

Title of Planned Core Program #1	Origination
CARE BEARS: ADVENTURES IN CARE-A-LOT	NETWORK
Regular Schedule	Total Times to be Aired
Saturdays, 10:00-10:30am CT (1/5/08-3/29/08)	13
Length of Program	Age of Target Audience
30 minutes	From To
	5 years 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming	
<p>Care Bears are a group of funny, colorful bears, each with a special way of caring and a belly badge, which unleashes that bear's special caring power. The bears use their caring hearts and their belly badges to help each other and to thwart the evil plots of Grizzle, a bad bear with his own flying lair. Each Care Bears episode is designed to foster children's "emotional intelligence," defined by psychologist Daniel Goleman and other researchers as skill in five areas: knowing one's emotions; managing one's emotions; motivating oneself; recognizing emotions in others; and handling relationships. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>	
Title of Planned Core Program #2	Origination
STRAWBERRY SHORTCAKE	NETWORK
Regular Schedule	Total Times to be Aired
Saturdays, 10:30-11:00am CT (1/5/08-3/29/08)	13
Length of Program	Age of Target Audience
30 minutes	From To
	3 years 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming	
<p>In this series, Strawberry Shortcake, a curious, self-confident leader, narrates stories of her and her friends' adventures in the richly-imagined world of Strawberry Land. Using her many positive qualities, Strawberry helps her friends, who share her values but not necessarily her ability to take a broader view, to see beyond their own self-interest. The themes of the stories are designed to have particular relevance for young viewers, focusing on such issues as friendship, fear, self-confidence, sportsmanship, trust and shyness. The pro-social messages flow naturally from the narrative, as the characters experience concrete (positive and negative) consequences of their actions. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a</p>	

significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Planned Core Program #3	Origination
CAKE	NETWORK
Regular Schedule	Total Times to be Aired
Saturdays, 11:00-11:30am CT (1/5/08-3/29/08)	13
Length of Program	Age of Target Audience
30 minutes	From To
	8 years 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

CAKE is a live-action show-within-a-show about a teenage girl by the name of Cake, who, with the help of three friends, produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On one level, each episode provides actual instruction regarding specific activities, with hands-on examples related to the design and use of various fabrics, the making of clothes, the crafting of useful home, school, play, and household items, and other forms of creative expression. The other level in the episode provides an opportunity for the viewers to learn about social and emotional themes such as the value of honesty, the importance of personal worth and self-esteem, the meaning of friendship, the value of having a healthy life-style, and other prosocial concepts that are developmentally appropriate for this age-group. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Planned Core Program #4	Origination
HORSELAND	NETWORK
Regular Schedule	Total Times to be Aired
Saturdays, 11:30am-12:00pm CT (1/5/08-3/29/08)	13
Length of Program	Age of Target Audience
30 minutes	From To
	9 years 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Planned Core Program #5	Origination
SUSHI PACK	NETWORK
Regular Schedule	Total Times to be Aired
Sundays, 7:00-7:30am CT (1/6/08-3/30/08)	13
Length of Program	Age of Target Audience
30 minutes	From To

9 years

11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

SUSHI PACK is an animated series featuring an unlikely group of superheroes consisting of four small pieces of Sushi, and a tube of mustard. Through an accident involving an irradiation process, these characters are brought to life, and dedicate themselves to fighting crime, injustice, and helping those in need. The themes integrated into the episodes of SUSHI PACK are associated with the teaching of certain positive social behaviors and skills to children. The major educational objectives of the program are to have young viewers learn some important life-lessons related to such traits as loyalty, honesty, and self-confidence, and such behaviors as teamwork problem-solving and cooperation. The program seeks to help children understand that these are every day pro-social attitudes and behaviors that can be modeled and used by them at home and among their friends. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Planned Core Program #6

DINO SQUAD

Origination

NETWORK

Regular Schedule

Sundays, 7:30-8:00am CT (1/6/08-3/30/08)

Total Times to be Aired

13

Length of Program

30 minutes

Age of Target Audience

From

To

9 years

11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

DINO SQUAD is an animated program focusing on a group of five ordinary, but diverse teenagers, who, through an unusual accident, become contaminated with a substance that allows them to morph from humans into various species of dinosaurs. Their science teacher, with full knowledge of their parents and with a few special abilities of her own, becomes their mentor. Her tasks are to help them maneuver through the experiences of the high school years, with its social, emotional, educational, recreational, and teenage angst, and to guide them as they stand up for justice against the forces of evil. Each episode draws on a set of planned educational and informational themes related to specific pro-social concepts, life-lessons, and/or selected groups of facts drawn from a variety of fields of study. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

15. Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. §73.3526(e)(11)(iii)?

Y

16. Identify the licensee's children's programming liaison

Name

Beth Green

Telephone Number

913-677-7218

Address

4500 Shawnee Mission Parkway

E-mail Address

bgreen@kctv5.com

City

Fairway

State

KS

ZIP Code

66205

17. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other non-core educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. §73.671, NOTES 2 and 3.

The CBS Network changed its children's television lineup in the fourth quarter by replacing SABRINA and TROLLZ with SUSHI PACK and DINO SQUAD on November 4, 2007. On Saturday, December 8, 2007, KCTV preempted CARE BEARS: ADVENTURES IN CARE-A-LOT from 10:00-10:30am in order to air severe weather coverage. On Sunday, December 9, 2007, KCTV preempted SUSHI PACK from 7:00-

7:30am and DINO SQUAD from 7:30-8:00am in order to air severe weather coverage.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

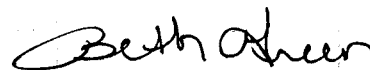
Name of Licensee

Meredith Corporation

Date

01/10/2008

Signature



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Confirmation Number 83833
Call Sign KCTV
Filing Quarter Date 12/31/2007
Filing Date 01/10/2008

Please send comments via standard mail to the Federal Communications Commission, Consumer and Governmental Affairs Bureau, 445 12th Street, S.W., Washington, D.C., 20554. Questions can also be answered by calling the FCC's National Call Center, toll free, at 1-888-Call FCC (1-888-225-5322).

Federal Communications Commission
445 12th Street SW
Washington, DC 20554
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